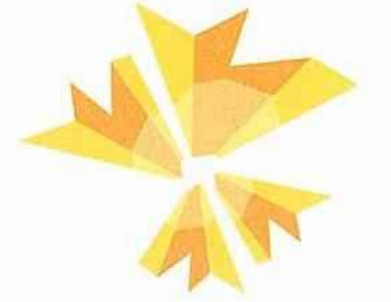


## Hong Kong Kam Fan Awards 2022

### List of Winners



THE ASSOCIATION OF ACCREDITED  
ADVERTISING AGENCIES OF HONG KONG  
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#### A - Print

Ref No.	Category	Entry Title	Brand	Entrant	Medal
A-3-0184	Print - not including Poster - Print Single - FMCG	Protection Beyond Imagination	P&G Whisper	GREY HK	Bronze

#### B - Outdoors

Ref No.	Category	Entry Title	Brand	Entrant	Medal
B-17-0337	Outdoors - Poster Single - Beverages, Food, Snacks, Confectionery	#DearMyFriend	McDonald's	DDB Group Hong Kong	Silver
B-31-0349	Outdoors - Outdoors Campaign - Creative Use of Standard Outdoor Billboard Space	Make Time for Me-time	AXA Hong Kong & Macau	Publicis Worldwide Limited	Bronze
B-33-0268	Outdoors - Outdoors Campaign - Creative Use of Field Marketing and Event	The KFC Brainwave Bucket	KFC	Edelman Public Relations Worldwide (HK) Ltd.	Bronze

#### C - Film

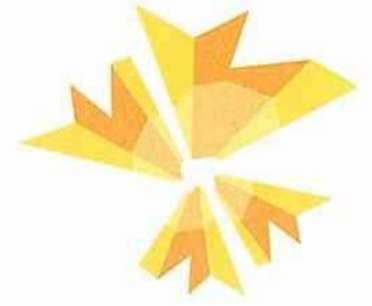
Ref No.	Category	Entry Title	Brand	Entrant	Medal
C-46-0060	Film - TVC Film Single - Corporate Image & Branding (Including Sponsorships & Events)	Innovation Never Stops	Hong Kong Productivity Council	Hong Kong Productivity Council	Bronze
C-46-0246	Film - TVC Film Single - Corporate Image & Branding (Including Sponsorships & Events)	ViuTV 2022 World Cup Image- Thank You for NOT Watching	ViuTV	MakerVille Company Limited	Bronze
C-46-0267	Film - TVC Film Single - Corporate Image & Branding (Including Sponsorships & Events)	Empowering You to Fight Another Day	UA Finance	M&C Saatchi Spencer	Merit
C-49-0091	Film - Webisode Single - Other Screens / Non-TV Broadcast Film / Webisode Single	Midnight Mobile Movie	Samsung Galaxy S22	The Bread Digital	Bronze
C-49-0105	Film - Webisode Single - Other Screens / Non-TV Broadcast Film / Webisode Single	Figure-out-able (4 eyer's collection)	"Figure-out-able" Art Series	M&C Saatchi Spencer	Merit
C-49-0293	Film - Webisode Single - Other Screens / Non-TV Broadcast Film / Webisode Single	#THISISMYFAMILY	HSBC Premier	Wunderman Thompson Hong Kong	Merit
C-50-0238	Film - Webisode Campaign - Other Screens / Non-TV Broadcast Film / Webisode Campaign	A Taste of Togetherness	Café de Coral	Dentsu	Silver

#### E - Digital

Ref No.	Category	Entry Title	Brand	Entrant	Medal
E-55-0270	Digital - Web Campaign	Starlight	Coca-Cola	PS Workshop	Bronze
E-57-0299	Digital - Web Platform - Web App / Microsite	Red Hot Festival - Paraverse	HSBC Credit Card	Wunderman Thompson Hong Kong	Merit
E-59-0116	Digital - Branded Games - Interactive Gaming Experience	Quest for Dyslexia	Samsung	Cheil HK	Silver
E-61-0269	Digital - Branded Tech - Technology Innovation	The KFC Brainwave Bucket	KFC	Edelman Public Relations Worldwide (HK) Ltd.	Bronze
E-62-0137	Digital - Best Digital Campaign	Share for Good	New World Development	Saatchi & Saatchi	Gold
E-62-0276	Digital - Best Digital Campaign	Starlight	Coca-Cola	PS Workshop	Merit

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### F - Social

Ref No.	Category	Entry Title	Brand	Entrant	Medal
F-69-0115	Social - Social - Social Purpose	Quest for Dyslexia	Samsung	Cheil HK	Gold
F-69-0140	Social - Social - Social Purpose	Share for Good	New World Development	Saatchi & Saatchi	Silver
F-70-0141	Social - Social - Real-time Activity / Response	Share for Good	New World Development	Saatchi & Saatchi	Silver
F-72-0326	Social - Social - Influencer / Talent	East Rail Line (EAL) Cross Harbour Extension Branding Campaign	MTR Corporation Limited	Hardchi Creative Limited	Silver
F-74-0093	Social - Social - Use of Content	Midnight Mobile Movie	Samsung Galaxy S22	The Bread Digital	Bronze
F-74-0176	Social - Social - Use of Content	Reimagining Studio Sound Quality	Samsung Galaxy Buds2 Pro	The Bread Digital	Bronze
F-74-0327	Social - Social - Use of Content	East Rail Line (EAL) Cross Harbour Extension Branding Campaign	MTR Corporation Limited	Hardchi Creative Limited	Bronze
F-76-0094	Social - Social and Interactive Video - Social Video	Midnight Mobile Movie	Samsung Galaxy S22	The Bread Digital	Merit
F-76-0201	Social - Social and Interactive Video - Social Video	What makes a home, a home?	OneDegree Hong Kong	Giraffe	Gold
F-76-0328	Social - Social and Interactive Video - Social Video	East Rail Line (EAL) Cross Harbour Extension Branding Campaign	MTR Corporation Limited	Hardchi Creative Limited	Silver

### G - Mobile

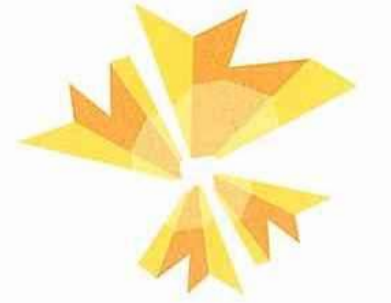
Ref No.	Category	Entry Title	Brand	Entrant	Medal
G-83-0117	Mobile - Mobile - Games / eSports	Quest for Dyslexia	Samsung	Cheil HK	Silver

### H - Design & Crafts

Ref No.	Category	Entry Title	Brand	Entrant	Medal
H-88-0151	Design & Crafts - Design - Brand Environments and Space Design	Open to Art	HSBC	Saatchi & Saatchi	Merit
H-88-0358	Design & Crafts - Design - Brand Environments and Space Design	Make Time for Me-time	AXA Hong Kong & Macau	Publicis Worldwide Limited	Bronze
H-89-0359	Design & Crafts - Design - Event Storytelling	Make Time for Me-time	AXA Hong Kong & Macau	Publicis Worldwide Limited	Bronze
H-91-0185	Design & Crafts - Design - Advertising Posters Design	Protection Beyond Imagination	P&G Whisper	GREY HK	Silver
H-92-0098	Design & Crafts - Design - Event Posters Design	Figure-out-able (4 eyer's collection)	'Figure-out-able' Art Series	M&C Saatchi Spencer	Bronze
H-95-0099	Design & Crafts - Design - Sound Design	Figure-out-able (4 eyer's collection)	"Figure-out-able" Art Series	M&C Saatchi Spencer	Merit

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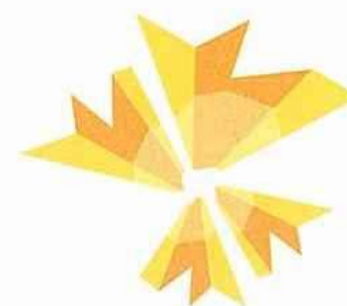
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香港廣告商會

#### H - Design & Crafts

Ref No.	Category	Entry Title	Brand	Entrant	Medal
H-100-0186	Design & Crafts - Print Craft - Illustration	Protection Beyond Imagination	P&G Whisper	GREY HK	Silver
H-102-0187	Design & Crafts - Print Craft - Computer Generated Imagery, Retouch & Image Manipulation	Protection Beyond Imagination	P&G Whisper	GREY HK	Bronze
H-103-0188	Design & Crafts - Print Craft - Art Direction	Protection Beyond Imagination	P&G Whisper	GREY HK	Silver
H-104-0096	Design & Crafts - Film Craft - Cinematography	Midnight Mobile Movie	Samsung Galaxy S22	The Bread Digital	Bronze
H-106-0165	Design & Crafts - Film Craft - Directing	Midnight Mobile Movie	Samsung Galaxy S22	The Bread Digital	Bronze
H-107-0027	Design & Crafts - Film Craft - Production Design	Professor yuu	yuu to me	Kids & Dogs	Gold
H-107-0028	Design & Crafts - Film Craft - Production Design	Long-legged Wonder Woman	yuu to me	Kids & Dogs	Gold
H-107-0032	Design & Crafts - Film Craft - Production Design	Bubble Family	yuu Insure	Kids & Dogs	Merit
H-108-0329	Design & Crafts - Film Craft - Use of Music	East Rail Line (EAL) Cross Harbour Extension Branding Campaign	MTR Corporation Limited	Hardchi Creative Limited	Merit
H-109-0131	Design & Crafts - Film Craft - Special Effects & Animation	Way to Wonders	Honor Global	Saatchi & Saatchi	Silver
H-109-0205	Design & Crafts - Film Craft - Special Effects & Animation	DuoVerse	HSBC	Saatchi & Saatchi	Bronze
H-109-0350	Design & Crafts - Film Craft - Special Effects & Animation	Empowering You to Fight Another Day	UA Finance	M&C Saatchi Spencer	Bronze
H-111-0061	Design & Crafts - Copy Craft - Best Chinese Slogan	A Taste of Togetherness	Café de Coral	Dentsu	Gold
H-111-0265	Design & Crafts - Copy Craft - Best Chinese Slogan	Life's a mixture, we taste it all	TamJai SamGor Mixian	Society	Bronze
H-113-0166	Design & Crafts - Copy Craft - Best Film/Video Script (Chinese)	Midnight Mobile Movie	Samsung Galaxy S22	The Bread Digital	Silver
H-113-0330	Design & Crafts - Copy Craft - Best Film/Video Script (Chinese)	East Rail Line (EAL) Cross Harbour Extension Branding Campaign	MTR Corporation Limited	Hardchi Creative Limited	Gold
H-114-0132	Design & Crafts - Digital Craft - Form - Digital Illustration and Image Design	Way to Wonders	Honor Global	Saatchi & Saatchi	Bronze
H-114-0365	Design & Crafts - Digital Craft - Form - Digital Illustration and Image Design	Make Time for Me-time	AXA Hong Kong & Macau	Publicis Worldwide Limited	Bronze

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#### H - Design & Crafts

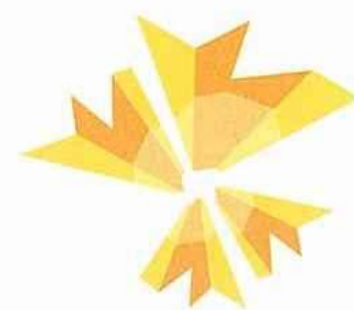
Ref No.	Category	Entry Title	Brand	Entrant	Medal
H-115-0133	Design & Crafts - Digital Craft - Form - Video / Moving Image	Way to Wonders	Honor Global	Saatchi & Saatchi	Bronze
H-117-0224	Design & Crafts - Digital Craft - Form - Overall Aesthetic Design	Beasts from Feasts	The Chairman Restaurant	M&C Saatchi Spencer	Gold
H-122-0119	Design & Crafts - Digital Craft - Data - Curation of Data	Quest for Dyslexia	Samsung	Cheil HK	Silver
H-122-0271	Design & Crafts - Digital Craft - Data - Curation of Data	The KFC Brainwave Bucket	KFC	Edelman Public Relations Worldwide (HK) Ltd.	Bronze

#### I - Media

Ref No.	Category	Entry Title	Brand	Entrant	Medal
I-126-0044	Media - Media - Best Use of Print	PLANT YOUR DREAM	ONE INNOVALE	Henderson Property Agency Limited	Merit
I-127-0353	Media - Media - Best Use of Screens	Make Time for Me-time	AXA Hong Kong & Macau	Publicis Worldwide Limited	Merit
I-128-0178	Media - Media - Best Use of Audio	Reimagining Studio Sound Quality	Samsung Galaxy Buds2 Pro	The Bread Digital	Merit
I-130-0067	Media - Media - Best Use of Ambient	Man in the Box	Pizza Hut	Ogilvy Hong Kong	Gold
I-130-0156	Media - Media - Best Use of Ambient	Open to Art	HSBC	Saatchi & Saatchi	Merit
I-131-0120	Media - Media - Best of Digital	Quest for Dyslexia	Samsung	Cheil HK	Bronze
I-131-0143	Media - Media - Best of Digital	Share for Good	New World Development	Saatchi & Saatchi	Bronze
I-132-0109	Media - Media - Best Use of Social Media	GO Hard Together!	Hang Seng Bank Limited	DataMetas Limited	Merit
I-132-0278	Media - Media - Best Use of Social Media	Starlight	Coca-Cola	PS Workshop	Silver
I-132-0282	Media - Media - Best Use of Social Media	Duck Blood Returns	TamJai SamGor Mixian	Madkids	Bronze
I-132-0286	Media - Media - Best Use of Social Media	Spicy Martial Arts	TamJai SamGor Mixian	Madkids	Merit
I-133-0121	Media - Media - Best Use of Mobile Devices	Quest for Dyslexia	Samsung	Cheil HK	Bronze
I-134-0211	Media - Media - Best Use of Technology	DuoVerse	HSBC	Saatchi & Saatchi	Bronze
I-134-0319	Media - Media - Best Use of Technology	EveryMile Campaign	HSBC Credit Card	Wunderman Thompson Hong Kong	Merit
I-135-0212	Media - Media - Best Use of Events	DuoVerse	HSBC	Saatchi & Saatchi	Merit
I-136-0068	Media - Media - Best Use of Stunts	Man in the Box	Pizza Hut	Ogilvy Hong Kong	Bronze
I-139-0052	Media - Media - Best Use of Data on Targeting	No More Excuses	AXA Hong Kong & Macau	Publicis Worldwide Limited	Merit

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### I - Media

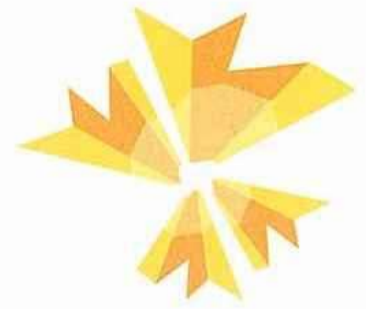
Ref No.	Category	Entry Title	Brand	Entrant	Medal
I-140-0071	Media - Media - Best use of Branded Content & Sponsorship	WingStreet Brand Launch	Pizza Hut	Ogilvy Hong Kong	Merit
I-140-0213	Media - Media - Best use of Branded Content & Sponsorship	DuoVerse	HSBC	Saatchi & Saatchi	Bronze
I-142-0069	Media - Media - Best use of Small Budget (Up to HK\$0.2M Media Spending)	Man in the Box	Pizza Hut	Ogilvy Hong Kong	Silver
I-143-0072	Media - Media - Best Integrated Media Campaign	WingStreet Brand Launch	Pizza Hut	Ogilvy Hong Kong	Silver
I-143-0241	Media - Media - Best Integrated Media Campaign	A Taste of Togetherness	Café de Coral	Dentsu	Merit
I-145-0405	Media - Media - Best Omni-Channel Campaign	SHISEIDOVERSE: 150 Years to the Future	SHISEIDO	iProspect Hong Kong	Bronze

### J - Promo & Direct

Ref No.	Category	Entry Title	Brand	Entrant	Medal
J-146-0065	Promo & Direct - Promo & Direct - Use of Ambient (Small Physical Scale)	Man in the Box	Pizza Hut	Ogilvy Hong Kong	Silver
J-151-0273	Promo & Direct - Promo & Direct - Use of In-Store Customer Experience	The KFC Brainwave Bucket	KFC	Edelman Public Relations Worldwide (HK) Ltd.	Bronze
J-152-0160	Promo & Direct - Promo & Direct - Use of Field Marketing & Event	Open to Art	HSBC	Saatchi & Saatchi	Merit
J-152-0354	Promo & Direct - Promo & Direct - Use of Field Marketing & Event	Make Time for Me-time	AXA Hong Kong & Macau	Publicis Worldwide Limited	Bronze
J-153-0144	Promo & Direct - Promo & Direct - Use of Digital Platform	Share for Good	New World Development	Saatchi & Saatchi	Bronze
J-154-0124	Promo & Direct - Promo & Direct - Use of Mobile Marketing and Technology	Quest for Dyslexia	Samsung	Cheil HK	Bronze
J-156-0125	Promo & Direct - Promo & Direct - Use of Data	Quest for Dyslexia	Samsung	Cheil HK	Gold / Grand Kam Fan
J-157-0066	Promo & Direct - Promo & Direct - Use of Product and Package Design	Man in the Box	Pizza Hut	Ogilvy Hong Kong	Gold
J-162-0274	Promo & Direct - Promo & Direct - Use of Technology	The KFC Brainwave Bucket	KFC	Edelman Public Relations Worldwide (HK) Ltd.	Bronze

### L - Positive Change

Ref No.	Category	Entry Title	Brand	Entrant	Medal
L-169-0292	Positive Change - Positive Change - Electronics	See The Love	Sony Hong Kong	The Right Side	Bronze
L-172-0146	Positive Change - Positive Change - Retail and Real Estate	Share for Good	New World Development	Saatchi & Saatchi	Bronze
L-174-0220	Positive Change - Positive Change - Consumer Services - Insurance	What makes a home, a home?	OneDegree Hong Kong	Giraffe	Bronze



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#### M - Hong Kong Roots

Ref No.	Category	Entry Title	Brand	Entrant	Medal
M-179-0057	Hong Kong Roots - Hong Kong Roots - Culture Roots	No More Excuses	AXA Hong Kong & Macau	Publicis Worldwide Limited	Merit
M-179-0175	Hong Kong Roots - Hong Kong Roots - Culture Roots	Closing Life's Gaps	AGBA Group	Saatchi & Saatchi	Gold
M-180-0244	Hong Kong Roots - Hong Kong Roots - Music Roots	A Taste of Togetherness	Café de Coral	Dentsu	Bronze
M-183-0030	Hong Kong Roots - Hong Kong Roots - People Roots	Professor yuu	yuu to me	Kids & Dogs	Merit
M-183-0219	Hong Kong Roots - Hong Kong Roots - People Roots	What makes a home, a home?	OneDegree Hong Kong	Giraffe	Gold
M-183-0245	Hong Kong Roots - Hong Kong Roots - People Roots	A Taste of Togetherness	Café de Coral	Dentsu	Merit
M-183-0298	Hong Kong Roots - Hong Kong Roots - People Roots	See The Love	Sony Hong Kong	The Right Side	Gold
M-184-0163	Hong Kong Roots - Hong Kong Roots - Design Roots	Open to Art	HSBC	Saatchi & Saatchi	Bronze

#### Special Awards

**Kam Fan Agency 2022 – Creative: Saatchi & Saatchi Hong Kong**

**Kam Fan Agency 2022 - Media: PHD Hong Kong**

**Client of the Year: HSBC**

**Grand Kam Fan: Quest for Dyslexia (Promo & Direct – Use of Data)**